R J Reynolds Tobacco Company

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January 7, 1996

To: DM Ray Noonan

RE: Doral

Dear Ray,

Buffalo Division case shipments on Doral have been on a decline in 1996 and continues into 1997.

I need your feedback as to where and why we are losing business and equally important, I would like your thoughts/action plans to improve our Doral business.

The first week in January, 1997, Buffalo Region shipped 1,122 cases of Doral which is down -341 cases vs. 1996. Buffalo Division shipped 495 cases → down -312 cases vs. 1996. **Buffalo Division is driving our Region loss.**

1996 Shipments by Division as follows:

Division	'96 vs. '95	% Change
Buffalo Division	- 3,160 Cases	- 8.61%
Syracuse Division	+ 2,276 Cases	+ 6.60%
Albany Division	+ 101 Cases	+ 1.50%
Nashua Division	+ 1,496 Cases	+ 34.85%

Buffalo Division is very critical to our Region's performance as it represents 33% of the Region's case shipments.

With the above background, I would like to add that in reviewing our Direct Chains with Renee, our Doral shipments are up. Therefore, I suggest you look into the Indian Reservations. You may want to start with Direct Accounts that supply these outlets; i.e.: Attea (Account # 026040), A.D. Bedell (Account # 044880), etc.

I anticipate your response and we may discuss during our scheduled work with on January 14, 1997.

Sincerely,

Bill

Bill Roth, RSM
cc: Fray Natale, RBM
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Source: https://www.industrydocuments.ucsf.edu/docs/rrhn0000